

PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD4110	1/2026

DISCIPLINA: Mensuração, Recursos e Capacidades em Cadeias Produtivas

Linha de Pesquisa: Marketing e Cadeias Produtivas

PROFESSOR: José Paulo de Souza

EMENTA:

Estudo da escolha dos arranjos institucionais, no campo das organizações e estratégia, ao se considerar a Teoria dos Custos de Mensuração e os recursos e as capacidades, na abordagem da *Resource Based View*, bem como sua influência nas relações intra e Inter organizacionais em cadeias produtiva.

CONTEÚDO PROGRAMÁTICO:

1. Limites das organizações

1.1 Papel das instituições na estrutura das organizações e em sua dinâmica operacional e competitiva

1.2 Teorias de eficiência e os limites organizacionais

1.3 Fronteiras horizontais e verticais no estudo das cadeias produtivas: ECT e ECM.

2. Os Custos de Mensuração e o Direito de propriedade

2.1 Estruturas de governança e organizações: os pressupostos da Teoria dos Custos de Mensuração (TCM)

2.2 Direitos de propriedade sobre os recursos e a organização horizontal e vertical

3 Visão Baseada em Recursos (RBV)

3.2 Os pressupostos da RBV e seu contexto de eficiência

3.3 Críticas à RBV

4. Arranjos institucionais: complementaridade entre a Economia dos Custos de Transação, TCM e RBV

CRITÉRIO DE AVALIAÇÃO:

1. Artigo final: 50%

2. Seminário: 30%

3. Artigo: 20%

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